

Solid Waste Advisory Committee Meeting

7/18/23

4:30 PM

Members:

Chair: Councilor Keith Nyhan	<input checked="" type="checkbox"/>
Councilor Karen McNamara	<input type="checkbox"/>
Councilor Gail Matson	<input checked="" type="checkbox"/>
Councilor Brent Todd	<input checked="" type="checkbox"/>
Councilor Paula McLaughlin	<input checked="" type="checkbox"/>
Councilor Zandra Rice Hawkins	<input checked="" type="checkbox"/>
Eric Steinhauser	<input checked="" type="checkbox"/>
Reagan Bissonnette	<input checked="" type="checkbox"/>
Judith Kurtz	<input type="checkbox"/>
Carol Foss	<input checked="" type="checkbox"/>

The meeting was called to order at 4:30 pm by Councilor Nyhan, noting that a quorum was present. He began with introductions as the Committee has three new members, two of which were able to make it tonight. The committee and staff gave brief introductions and members of the public in attendance also shared introductions.

The next order of business was approval of the minutes from the last SWAC meeting held 3-18-2023. Councilor Todd noted that in the 5th paragraph from the bottom, it should read that Councilor McNamara had seconded the motion. With that correction, the notes were unanimously approved.

Chairman Nyhan then asked Staff for the next agenda item which was to be a PowerPoint covering the following topics;

- a. New Members
- b. Direction on Diversion
- c. DTSWD Assessment Update
- d. Program Planning
- e. Financing Solid Waste Operations

Staff explained that they felt it was prudent to use this meeting as a refresher of where we are and gives an opportunity for the committee to decide where to go next.

Discussion commenced on the subject of diversion. The committee would like to hear presentations from various businesses or entities that can help City residents divert more of their waste. It makes

sense to prioritize food waste and textile recycling as these represent significant portions of the waste stream and therefore represent big opportunities.

As such, Staff will seek to schedule various business to speak with the committee at upcoming SWAC meetings which may be broken down by topic. Meetings will take the shape of presentations and then updates from staff on solid waste program planning.

Eric Steinhauser says to remember electronics recycling.

Staff appreciates the direction.

Chip Chesley then provided an overview of where the City is on Downtown Solid Waste District assessments. He shared that he is working in concert with the Code Department to investigate the possibility of capturing additional revenue from the licensure required from restaurants to address a perceived inequity between the types of uses in the downtown where assessments are made on assessed building value.

Chip shared that the direction would lead to ultimately sharing a proposal with the committee to evaluate as the District operates under the direction of SWAC.

Caution was suggested on assessing higher license fees on businesses that presently compost which some restaurants do downtown.

Staff then shared the present status of solid waste program planning. The disposal contract is signed and the collections contract is being ironed out by the lawyers with an expected signing by the end of August. There is much work ahead and Staff will be holding regular updates with SWAC on program planning for the transition which will involve outreach and information being provided to council on the status.

Briefly then, the presentation touched on how solid waste operations are funded. There are three ways in which operations can be funded.

- PAYT Bag Revenues/General Fund Transfer – two levers
- Solid Waste Toter Charges/General Fund Transfer – two levers
- General Fund Transfer – one lever

This was meant to keep the concept front and center as we move forward in the wake of higher PAYT fees and to be considerate of if PAYT compliance is found to be an issue in the automated collection transition.

The meeting was then turned over to Angelina Zulkic, the Department's Communications Coordinator. Angelina shared a comprehensive outreach planning document covering many facets of the outreach plan. Principally, there is interest in establishing a diversion focused website. The committee endorsed this idea and looks forward to seeing an update.

The meeting then adjourned after a brief discussion on the next meeting date. The Chair and Staff will look at the early part of September with an eye to the first week. More information to follow.

Exhibit 1: PowerPoint

SWAC Meeting

07/18/2023

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Present Status

- ▶ SIGNED Disposal Contract
- ▶ Pending Collections Contract
- ▶ REPEALED flow control ordinance
- ▶ PAYT Bag/Container Prices Adjusted

- ▶ Hopefully now we have some fun...

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Housekeeping

- ▶ New Members
 - ▶ Reagan Bissonette
 - ▶ Judith Kurtz
 - ▶ Carol Foss
- ▶ Q and A with Adam and Chip: available anytime
 - ▶ Any questions about solid waste management broadly?
 - ▶ Any questions on where we have been or are going?
 - ▶ Any questions about the solid waste program in the City?
 - ▶ Any questions on the Solid Waste Fund budget?

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First Things First - Diversion

- ▶ Now that the contracts have been signed, we need to focus on diversion
- ▶ Diversion includes those actions that help reduce the amount of material that the City disposes of
- ▶ Diversion ranges from encouraging folks to reduce and recycle to actions such as donating used goods to composting
- ▶ Diversion topics to be covered:
 - ▶ Composting (formal referral)
 - ▶ Helpsy/Apparel Impact/Other Textile Recycling "Outfits" (Get It?)
 - ▶ Terracycle (resident email)
 - ▶ Transfer Station options may be limited because it's privately operated but we intend to bring Casella representatives in for future meeting (Standard Permit may also require modification)
- ▶ Committee Ideas?

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Diversion

- ▶ Focus on education and connecting residents with available resources.
- ▶ Work on each of the aforementioned diversion topics in subsequent meetings, compiling options available to residents and working with Angelina to build out a diversion focused website.
- ▶ Here we can review the waste management hierarchy (3-Rs), how that directly affects Concord residents and have waste-stream specific resources available.
- ▶ Make sense to invite local compost options and textile recyclers to discuss or provide materials to the group for the next meeting?

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Downtown Solid Waste District

- ▶ The DTSWD was established in 1982 by City Council
- ▶ The DTSWD operates under the direction of SWAC
- ▶ It is a dumpster based system which does not allow for per unit charges (i.e. bags)
- ▶ Previously we have received a referral regarding a perceived inequity on how fees are assessed
- ▶ Presently, fees are assessed based strictly on assessed building value
- ▶ Restaurants generate more waste than residential/commercial uses
- ▶ GSD is evaluating a methodology that would assess a surcharge on food service licenses issued within the DTSWD
- ▶ This method would more directly impact the generator as opposed to the parcel owner

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The Road Ahead with the New Contracts

- ▶ As we see it, there is significant work to come for the Solid Waste Advisory Committee and Staff. This is an attempt to share what we see ahead of us and to gather thoughts on what others see.
- ▶ We ALWAYS value input from residents
- ▶ Can we get more Councilors on board?
- ▶ Ward representation

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The Road Ahead – Short and Long Term Goals with Various Stakeholders

- ▶ Broadly speaking, we see there are three areas of focus that must be worked on, some aspects of which must be done concurrently and some of which must be done sequentially.
 - ▶ Outreach/Engagement
 - ▶ Project Planning/Logistics
 - ▶ Committee and Council Work

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The Road Ahead – Short and Long Term Goals with Various Stakeholders

- ▶ Outline of what we have identified as a sequence of events that must occur in order to achieve success (in progress)
- ▶ Very complex sequencing
- ▶ In a lot of ways, the short and medium terms are where we will have the most work as that will inform much of where our work will go
- ▶ Regular SWAC meetings to share progress/Casella Reps
- ▶ Periodic consent reports

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Financing Solid Waste Operations

- ▶ Came up in Budget hearings
- ▶ Worth discussing now as this will come up in the pilot, particularly if compliance using PAYT bags is something less than 100%
- ▶ It is/will be something that Councilors continue to hear about from residents
- ▶ Benefits us all to have a good understanding so we can have quality community conversations
- ▶ There are three ways in which we can finance solid waste:
 - ▶ PAYT Bag Revenues/General Fund Transfer – two levers
 - ▶ Solid Waste Toter Charges/General Fund Transfer – two levers
 - ▶ General Fund Transfer – one lever

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Financing Solid Waste Operations - PAYT Bag Revenues/General Fund Transfer

- ▶ Pros
 - ▶ Presently the model/familiarity
 - ▶ Maintains an effective user fee
 - ▶ Maintains a secondary revenue source to the General Fund transfer
- ▶ Cons
 - ▶ Vulnerable if PAYT bag compliance is not 100% in pilot transition (or City-wide transition) to automated collection
 - ▶ Not a system that is known to be widely in place

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Financing Solid Waste Operations - Solid Waste Toter Charges/General Fund Transfer

- ▶ Pros
 - ▶ Maintains a secondary revenue source to the General Fund transfer
 - ▶ Eliminates residents from needing to purchase special bags/Eliminates PAYT bag complaints
 - ▶ Eliminates \$200k in bag manufacturing, shipping, and program administration costs
- ▶ Cons
 - ▶ Loss of an effective user fee that promotes the "metering" of solid waste
 - ▶ "Another" bill
 - ▶ Significant resources involved in establishing a new City "utility" – billing software, people, etc.
 - ▶ Increased disposal volume/costs
 - ▶ More direct questions of fairness for low volume users
 - ▶ Difficult to enforce in the event of non-payment

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Financing Solid Waste Operations - General Fund Transfer

- ▶ Pros
 - ▶ Easiest at the resident level to manage
 - ▶ Wraps commercial property owners into the cost burden
 - ▶ Eliminates \$200k in bag manufacturing, shipping, and program administration costs
 - ▶ Easiest administration
- ▶ Cons
 - ▶ Increased property taxes
 - ▶ Loss of an effective user fee that promotes the "metering" of solid waste
 - ▶ increased disposal volume/costs

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Outreach Update

- ▶ Strategy
 - ▶ Various communication methods in mind to promote diversion & new services
- ▶ Message Topics
 - ▶ Reduce
 - ▶ Reuse
 - ▶ Recycle
 - ▶ Automated Collection
- ▶ Timeline
 - ▶ National Days/Weeks = Promote Diversion Topics & Tips (Trending & Relevant)
 - ▶ Based upon the development of updates and periodic reports
 - ▶ More focus on diversion right now, focus on automated collection as it gets closer

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What's next?

- ▶ Schedule next meeting for information sharing on diversion topics, presentations, handouts, etc.
- ▶ Angelina will continue to work on outreach
- ▶ Will continue to work on solid waste program planning with Casella and update the group at the next meeting as well

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Exhibit 2: Solid Waste Outreach Communication Plan



SOLID WASTE OUTREACH COMMUNICATION PLAN

STRATEGY

1. **New Diversion Website (link on City website)**
 - Focused on how to reduce, reuse, recycle, resources, tips, etc.
 - Write monthly (?) articles/blogs on topics, share to social & newsletters
 - Hosting site that will be more visual with graphics, pictures, videos, interactive
2. **FAQ Document**
 - Keep updating as needed, link within outreach materials, monitor analytics
3. **Videos**
 - ConcordTV Community Conversations
 - **How-To:** Reduce Your Waste, Compost, Use totes and place at the curb, etc.
 - MRF Field Trip: Recycle Better?
 - i. Casella's Video: <https://www.youtube.com/watch?v=NOHIPH3c90&t=2s>
 - Casella Videos
 - i. What Happens to Your Recycling: https://www.youtube.com/watch?v=MN-V0Bw_SuM
 - ii. Approach to Sustainable Recycling: <https://www.youtube.com/watch?v=W9h3KvYkD3Y>
 - iii. Plastic Bottles, Jugs, Tubs, & Lids: <https://www.youtube.com/watch?v=1vrg6B-tIdo>
 - iv. Paper: <https://www.youtube.com/watch?v=icNc3ll45cQ>
 - v. Metal: <https://www.youtube.com/watch?v=NTAB559K3>
 - vi. Glass: <https://www.youtube.com/watch?v=2mM3FMRL5B8>
 - vii. Casella's Five Tips to Recycle Better: <https://www.youtube.com/watch?v=sp0OzicEJfk>
 - viii. Casella Encourages All to Recycle Better: <https://www.youtube.com/watch?v=ldvboQQWUc8>
 - ix. Automated Collection Services: <https://www.youtube.com/watch?v=75UjxQeww9w&t=12s>
 - x. Acceptable Materials for your Zero-Sort Recycling Container: <https://www.youtube.com/watch?v=2R-7XmiGfM>
 - xi. Reels (Tips, Ideas, How-To)
4. **Photos**
 - New Casella Trucks, Totes, etc.
5. **Infographics**
 - Data, How-To, Info
6. **Newsletters**
 - City Newsletter: Development Updates & Instructions
 - Gazette Newsletter: Updates, Instructions, & Tips (Reduce, Reuse, Recycle)
7. **Social Media**
 - National Days/Weeks = Promote Diversion Topics & Tips (Relevant & Trending)



SOLID WASTE OUTREACH COMMUNICATION PLAN

- Share Development Updates & Instructions
- Share Content from New Website (Blogs, Articles, Resources, etc.)
8. **Media Releases**
 - As needed – development updates & instructional for residents
9. **Direct Mailers**
 - How-To Instructions (Automated) & Link to Info
 - i. Pilot Transition
 - ii. City-Wide
10. **Print Materials**
 - Brochure: Guidelines & information about automated & services
11. **Promo Goodies**
 - Yard Stick? (3' totes distance)
12. **Talk: Concord City Podcast**
 - Changes with new contract
 - Ways to reduce waste
13. **Community Engagement**
 - Totes Displays (COMF, City Hall, Public Events)
 - Attend events & promote information
 - Public Q&A Meetings / Road Shows
14. **School Engagement**
 - Create contests (Recycling Poster Contest – America Recycles Day)
 - Celebrate campaigns
 - Provide resources & materials
15. **Create Incentive (to Reduce, Reuse, Recycle)**
 - Public Recognition ("Green" Certification, Award)
 - Economic - PAVT Raffles (free trash bags)
 - Awareness – Individual Trash Audits (what are you throwing away, what to reduce)
 - Prizes - Pizza Party (Schools)

MESSAGE TOPICS

1. **Reduce: "Reduce waste at the source through diversion"**
 - Food Waste
 - Buy Less
 - Food Prep
 - Proper Food Storage
 - Donate
 - Compost



SOLID WASTE OUTREACH COMMUNICATION PLAN

- Renewal Compost, Mr. Fox, Concord Food Co-Op (Renewal Compost), Lewis Farm (Concord), Work Song Farm (Hopkinton)

- **Plastics**
 - Choose Less Packaging
 - Alternative Reusable Materials
 - Single-Use Plastics
- **Paper, Paper Board, Cardboard**
 - Go Digital (e-bills)
 - Don't Shop Online (packaging)
- **Textiles**
 - Donate
 - Resell
 - Repurpose
- **Household Items**
 - Donate
 - Resell
 - Repurpose
 - Avoid Single-Use Items (Dryer Wool Balls > Dryer Sheets, etc.)
- **HHW**
 - Tonic – HHW Collection Day
 - Sharps
 - Drugs – Concord PD Drug Take Back
2. **Reuse**
 - Repurpose
 - a. Old Toothbrushes = Cleaning
 - b. Food Containers = Food Storage
 - c. Newspaper = Wrapping Paper
 - Sell (Yard Sales, FB Marketplace, Consignment, etc.)
 - Repair (instead of Replace)
 - a. Clothing = Fix Buttons / Zipper, Sew Holes,
 - b. Ceramics = Glue Broken Pieces
 - c. Stuffed Animals / Toys = Fix Seams, Patch, Wash
 - Library
 - a. Books
 - b. Library of Things (Rent Items)
 - Rent (instead of Buy)
 - a. Equipment, Tools
 - b. Clothes (Tuxedos, Suits, Dresses, Gowns, etc.)
3. **Recycle**
 - Impacts of Wash-Cycling



SOLID WASTE OUTREACH COMMUNICATION PLAN

- Acceptable vs. Non-Acceptable (Curbide)
- Reduce Contamination
- Transitioning Products to New Life (Examples: Plastic Bottles = Carpets)
- Value of Recycling

4. **Automated Trash Collection**
 - Updates on Development
 - SWAC Meeting Updates: share meeting videos & updates with public
 - Periodic Reports: share the updates to City Council with the public
 - Videos: ConcordTV Conversations, How-To, Reels
 - Messages:
 - Totes: sizes, color, how to get & use at the curb, turn in old bins
 - Addressing Concerns: density, slopes, placement, parking, snow, storage
 - Pay-As-You-Throw Program
 - Why is the City keeping it and the importance of compliance, OR
 - Why is the City dissolving it and what will **change**
 - Promote Pilot Transition
 - Route Selection Maps
 - How-To Instructions
 - Direct Mailers
 - Video
 - Website & FAQs
 - Social Media
 - Graphics / Pictures
 - Newsletters
 - Tips
 - Same as above
 - Promote City-Wide Transition
 - Same as above

TIMELINE

1. **July**
 - Plastic Free July
 - International Plastic Bag Free Day (Jul. 3, 2024)
2. **August**
 - National Garage Sale Day (Aug. 12, 2023)
 - Resell unwanted items (furniture, clothes, electronics, toys, dinnerware, etc.)
3. **September**

SOLID WASTE OUTREACH COMMUNICATION PLAN



- Zero Waste Week (Sept. 4-8, 2023)
 - Ideas to Reduce Waste
- Recycle Awareness Week (Sept. 18-24, 2023)
 - What's recyclable in Concord's outside collection
 - Quality over quantity (recycle right, when in doubt throw it out)
- 4. **October**
 - National Consignment Day (Oct. 2, 2023)
 - Declutter unused items and let someone else bring them new life, save money, or shop sustainably (Lil'ig Designer Resale, Hilltop Consignment Gallery)
 - International No Disposable Cup Day (Oct. 4, 2023)
 - Skip the disposable cups, use reusable
 - National Drug Take Back Day (Oct. 29, 2023)
 - Drug Take Back Box – CPD (Keep Out of Trash & Water Supply)
- 5. **November**
 - America Recycles Day (Nov. 15, 2023)
 - Importance of recycling
 - Recycling poster contest with schools?
 - Recycling competition between schools/ classes?
 - Thanksgiving (Nov. 23, 2023)
 - Reduce food waste (plan ingredients, pack leftovers, smaller portions, guest takeaways, compost food scraps)
 - Cyber Monday (Nov. 27, 2023)
 - Reduce consumption (say no to things you don't need), support sustainable brands, buy in bulk (one delivery is less than several), consolidate shipping (Reduce boxes, plastic, etc.) (reduce expedited)
- 6. **December**
 - National Re-gifting Day (Dec. 21, 2023)
 - Reuse and recycle items to someone else that may want them
 - Reducing Waste During the Holidays
 - Gift Wrapping, Reusable Dinnerware, Compost, Recycle
- 7. **January**
 - New Year's Resolutions
- 8. **February**
 - National Pizza Day (Feb. 9, 2024)
 - Pizza Boxes – When to Recycle
 - Valentine's Day (Feb. 14, 2024)
 - Minimize packaging (make homemade goodies), make cards without glitter or elements that can't be recycled, compost flowers for disposal
 - National Battery Day (Feb. 18, 2024)

SOLID WASTE OUTREACH COMMUNICATION PLAN



- Consider rechargeable batteries, not acceptable for curbside recycling, alkaline = trash, rechargeable dangerous for trash = transfer station
- Skip the Straw Day (Feb. 23, 2024)
 - Skip the straw or consider reusable ones (paper, bamboo, stainless steel, glass)
- 9. **March**
 - National Crayon Day (Mar. 31, 2024)
 - National Crayon Recycling Program
 - Melt Crayons at Home = New Crayons, Candles, etc.
- 10. **April**
 - Spring Cleaning
 - Yard Waste
 - National Gardening Day (Apr. 14, 2024)
 - Composting
 - National Laundry Day (Apr. 15, 2024)
 - Refillable Laundry Powder/Liquid in Bulk (Avoid Plastic)
 - Wool Dryer Balls > Dryer Sheets (Not Biodegradable)
 - National Clean Out Your Medicine Cabinet Day (Apr. 19, 2024)
 - Drug Take Back Box – CPD (Keep Out of Trash & Water Supply)
 - National Earth Day (Apr. 22, 2024)
 - Blue Bag Program – Reduce Litter
 - Stop Food Waste Day (Apr. 24, 2024)
 - Reduce Purchases, Eat Leftovers, Preserve Food, Donate to Shelters, Compost
- 11. **May**
 - International Compost Awareness Week (May 5-11, 2024)
 - Benefits, Bins, How-To, Resources
 - National Beverage Day (May 6, 2024)
 - Reusable Bottles, Recycle Cans, Skip the Straw/Styrofoam/Plastic
 - National BBQ Day (May 16, 2024)
 - Drink Disposables (Not Recyclable & Wasteful), Recycle Cans & Bottles, Reusable Cloth Tablecloths, Finger Foods, Store & Share Leftovers with Guests, Compost Food Scraps
 - National Pack Rat Day (May 17, 2024)
 - Declutter = Donate, Sell, Yard Sale, Regift, Repurpose
 - International Plastic Free Day (May 25, 2024)
 - Avoid Plastic Use (Bags, Straws, Packaging, etc.)
 - Learn About Composting Day (May 29, 2024)
 - Benefits, Bins, How-To, Resources
- 12. **June**
 - Reducing Waste in the Summer
 - Ice cream cones > disposable dish & spoon

SOLID WASTE OUTREACH COMMUNICATION PLAN



- DIY popsicles w/ reusable sticks
- Reusable bags for shopping
- Composting